



Golden Boulder

A mobile application for climbers developed by

Julián Pérez

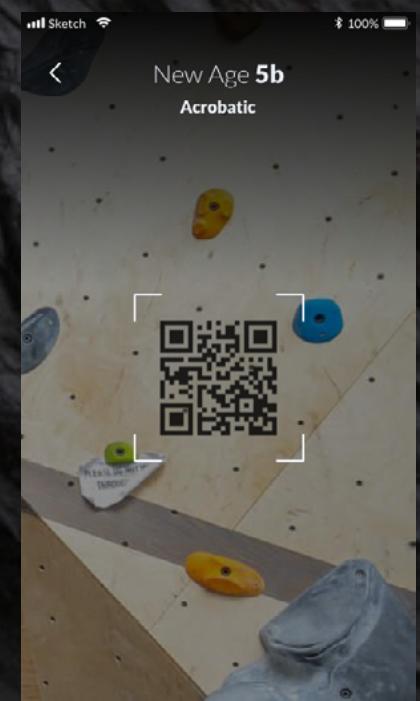
Berlin 2019

GOLDEN BOULDER, Wireframes

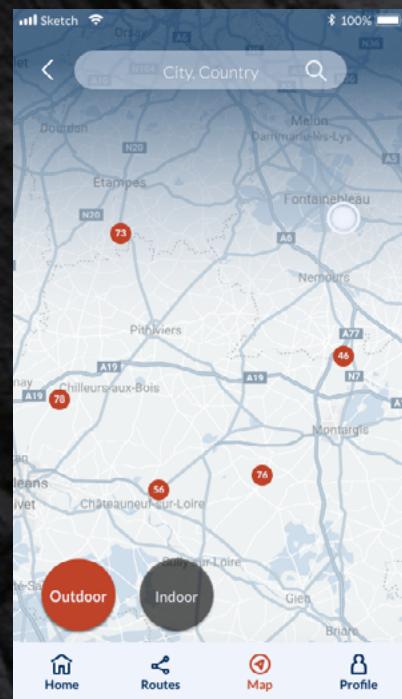
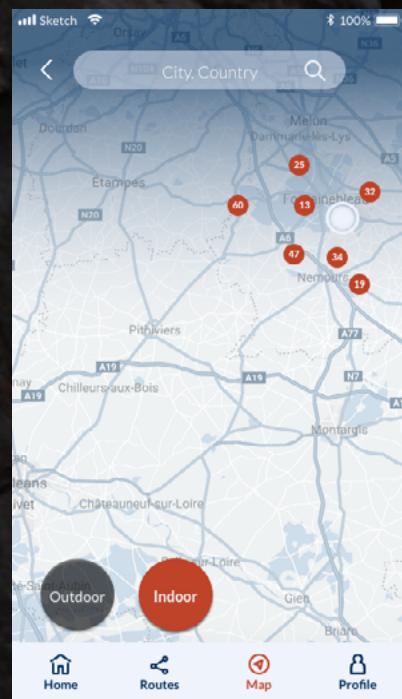
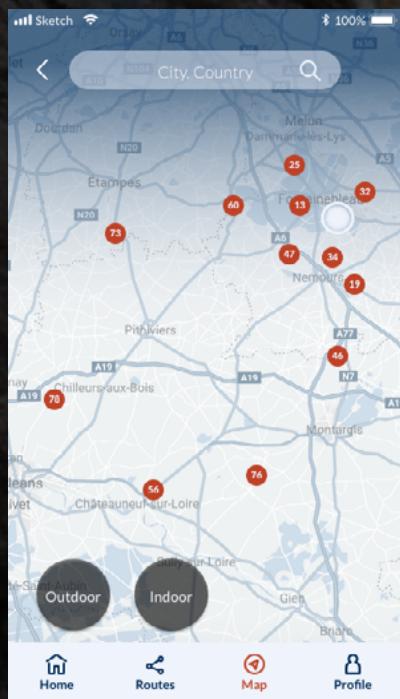
The image displays three wireframe screens for a mobile application titled "GOLDEN BOULDER". The background of the entire image is a dark, textured rock wall.

- Login Screen:** Shows a large circular logo with a golden boulder icon. Below it are fields for "Username" and "Password", followed by a blue "Log in" button and an orange "Sign Up" button. A "forgot your password?" link is at the bottom.
- Home Screen:** Features a banner with the text "Find bouldering routes to your fit" and an image of a climber. Below it is another banner with "Discover bouldering locations nearby" and an image of a mountain range. At the bottom are four navigation icons: Home (red), Routes (blue), Map (green), and Profile (purple).
- Routes Screen:** Shows a header with the text "Find bouldering routes to your fit". It lists routes categorized by difficulty:
 - TECHNICAL:** 6a (Éléphant, Fontainebleau, FR), 5b (The Lowest Lowballs, Madrock, BLN), 6a+ (Brute Finesse, Climmax, STR), 8a (Stop Licking Me, Daniel, Frankenjura, GRM)
 - POWERFUL:** 5c (Over Yourself, Madrock, BLN), 7a (El Sendero Luminoso, Boulgarten, BLN), 6a (Trent's Mom, Sharma, BLN), 6b (The Young and the Rackless, Ostbloc, STR)
 - ACROBATIC:** 6a (Flight off, Boulgarten, BLN), 7b+ (Barbecue the Pope, Frankenjura, GRM), 6b (Countrytime Lemonade, Ostbloc, STR), 5b (New Age, Sharma, BLN)
 - STATIC:** 5a (Poopybutt Avenue, Ostbloc, STR), 6a (Buy Pizza Later, Boulgarten, BLN), 6a (Mount Crash of Fingers, Sharma, DLN), 7a (Tapas Tapas Tapas!, Fontainebleau, FR)

GOLDEN BOULDER, Wireframes



GOLDEN BOULDER, Wireframes



GOLDEN BOULDER, Wireframes

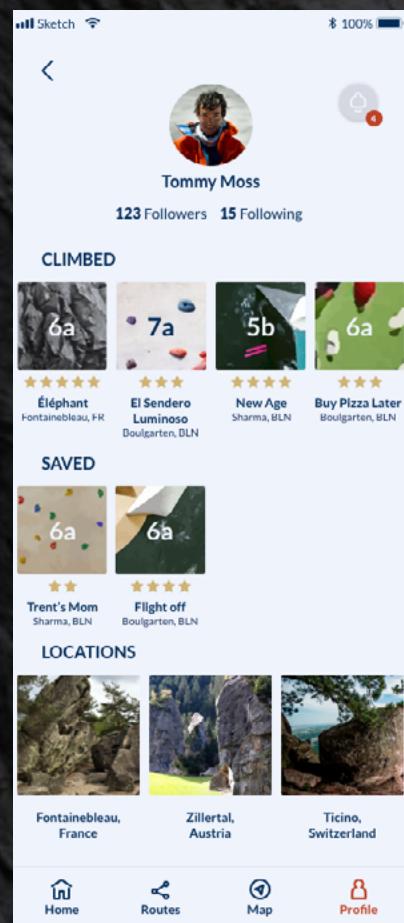
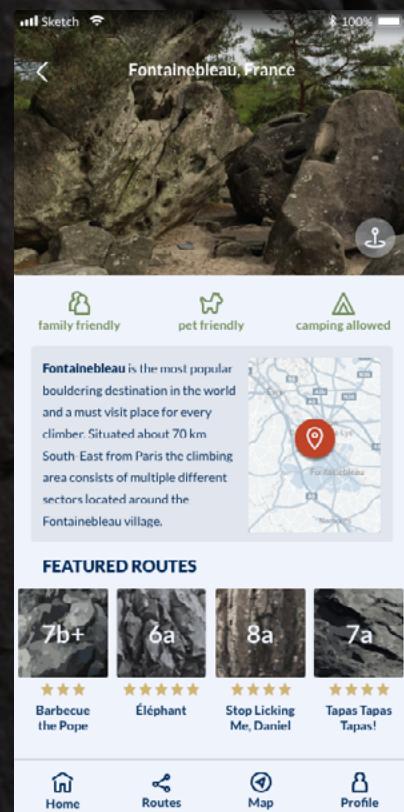
The image displays three wireframe prototypes for a mobile application, likely for indoor rock climbing. The background of the prototypes is a photograph of a climbing wall.

Left Prototype: Shows a climbing route named "New Age 5b Acrobatic". A dotted line connects several red circular pin points on the wall, indicating hidden features. A callout at the bottom left says "Tap the pin points to discover hidden features".

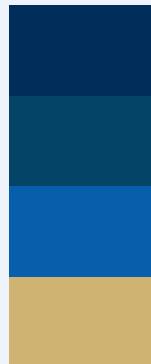
Middle Prototype: Shows the same route with a callout for "12 Comments". It includes comments from users: clara_meyer, mark_smith, and amos_raynolds, along with a "write a comment" button.

Right Prototype: Shows the "Boulderklub, Berlin" location. It includes icons for family friendly, pet friendly, and regional food. A descriptive text block says: "Hidden in a Kreuzberg backyard is the hip and international Boulderklub, which is one of the most central bouldering spots in Berlin. Upon entering, the first thing you notice is a wooden boat that is also a playground for children with colorful grips." Below this is a map with a red location pin. A section titled "FEATURED ROUTES" shows four routes: "Over Yourself" (5c), "Mount Crash of Fingers" (6a), "Flight off" (6a), and "The Young and the Rackless" (6b). At the bottom is a "LAST VISITORS" section showing profile pictures for beth_cohen, mark_smith, flor_pranke, and jules_thy. Navigation icons for Home, Routes, Map, and Profile are at the very bottom.

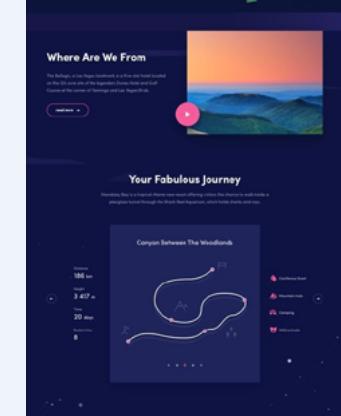
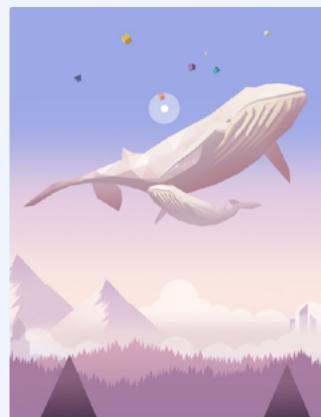
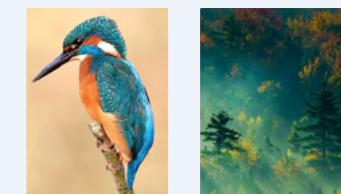
GOLDEN BOULDER, Wireframes



GOLDEN BOULDER, Moodboard



ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz



GOLDEN BOULDER, Styleguide

Typeface_Lato

Heading 1 | Lato Bold 24pt, Gold

Heading 2 | Lato Bold 24pt, Navy

Heading 3 | Lato Bold 24pt, Silver

Heading 4 | Lato Bold 16pt, Navy

Body 1 | Lato Bold 12pt, Navy

This is a short and friendly description of the style to let the users know what to expect.

Body 1 | Lato Bold 12pt, Silver

Short descriptive and friendly
Small sentences

Captions 1 | Lato Bold 12pt, Carrot

Captions 2 | Lato Bold 12pt, Navy

Captions 2 | Lato Regular 14pt

Color Palette



HEX #012D5A
RGB 1, 45, 90
HSL 210, 98%, 18%



HEX #034466
RGB 3, 68, 102
HSL 200, 94%, 20%



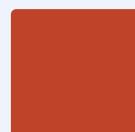
HEX #E6F2F2
RGB 7, 94, 170
HSL 208, 92%, 35%



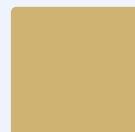
HEX #748E5E
RGB 116, 142, 194
HSL 93, 20%, 46%



HEX #EFF3FC
RGB 239, 243, 252
HSL 222, 68%, 96%



HEX #BF4328
RGB 191, 67, 40
HSL 11, 65%, 45%



HEX #CFB372
RGB 207, 179, 114
HSL 42, 50%, 63%

Logo



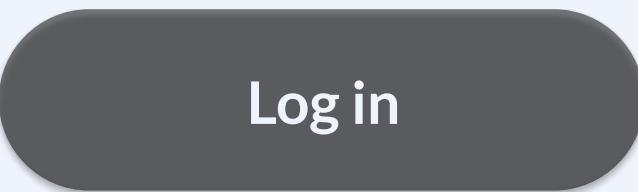
GOLDEN BOULDER, Styleguide

UI Elements

PRIMARY BUTTONS



Normal



Pressed



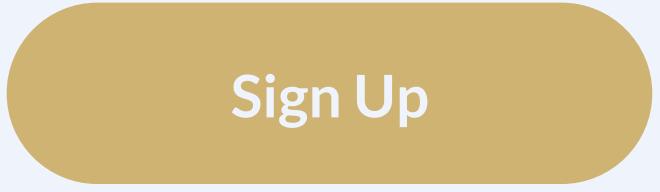
Confirmation



Inactive



Pressed



Confirmation

SECONDARY BUTTONS

LOCATION FILTERS



Inactive



Pressed



Active



Outdoor



Outdoor



Outdoor

MAP



Inactive



Pressed



Active

NEXT



Inactive



Pressed



Active

GOLDEN BOULDER, Styleguide

SAVE ROUTE



CHECK-IN



EVENT CALENDAR



COMPLETED ROUTE



NOTIFICATIONS



STATUS BAR

Sketch



* 100%



Sketch



* 100%



QR CODE



Inactive

Active

GOLDEN BOULDER, Styleguide

LOCATION POINTS



User Location

78

Bouldering Location

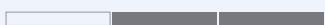
USERS

beth_cohen

NAVIGATION BAR



IMAGE NAVIGATION



RATING STARS

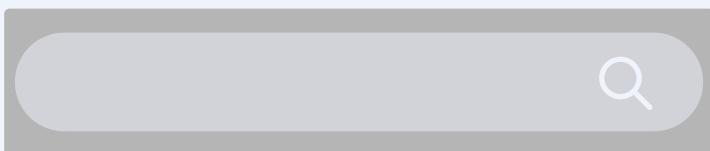


For the selected routes



For the route styles

SEARCH BAR



ICON LIBRARY

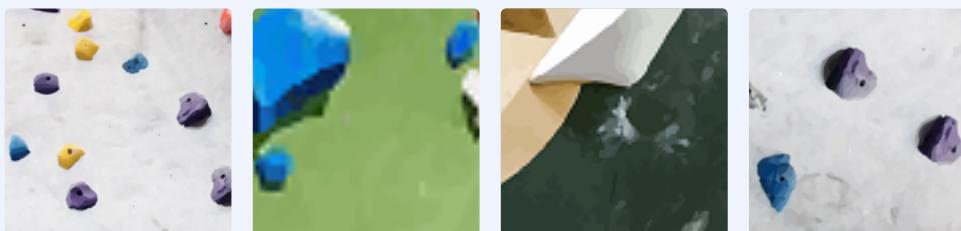


SCROLL



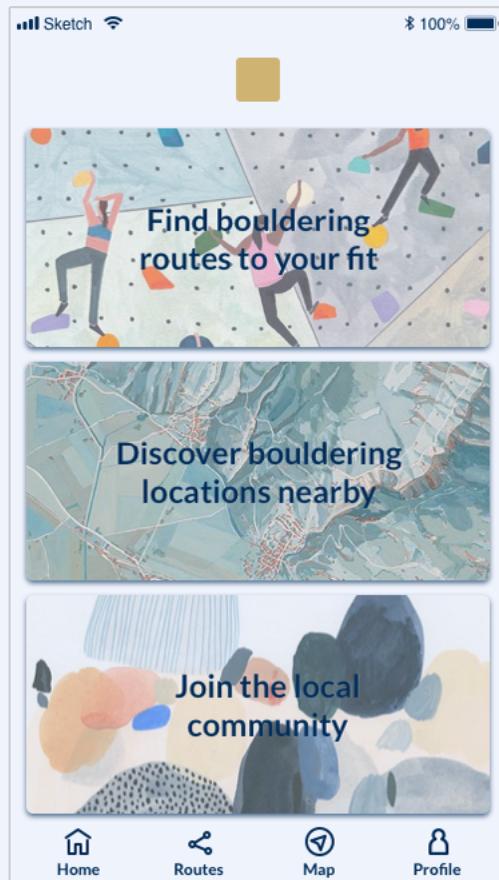
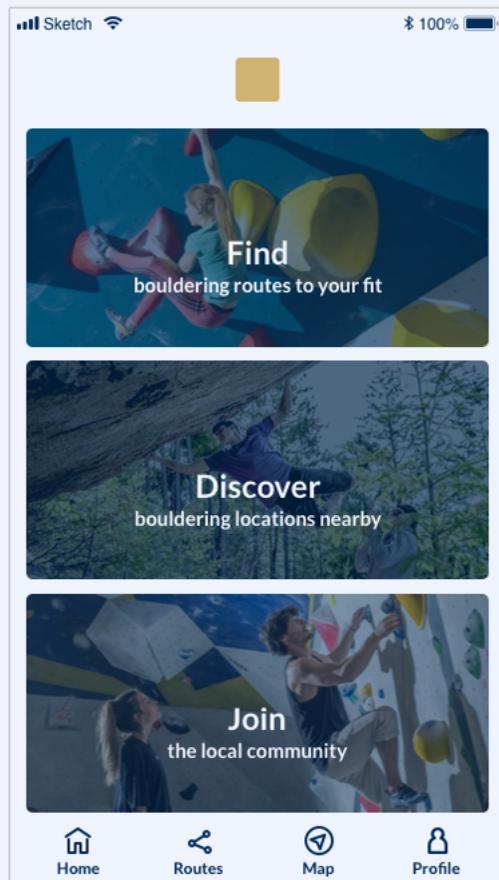
GOLDEN BOULDER, Styleguide

Imagery & Illustrations



GOLDEN BOULDER, Preference Test

<https://app.usabilityhub.com/tests/58dd65f3e607/results/592a7d7205a0>



1. Preference Test

I appreciate your help with my research. This is the Homescreen of an application designed for climbers and non-climbers. Please choose your favourite option.

a.png 43s 38% 5

b.png 35s 62% 8

b.png is performing better, but the difference is **not statistically significant**. It may be performing better due to random chance alone.

A 1 a. Short text question

Why did you choose this design over the other one?

Answers 13 Tags 0 Word cloud

Text more visible

I prefer illustrations to pictures.

I like both but I think this option has potential. I'd remove the drop shadows or make them more subtle, and find a way to make the text work better (at the moment it's getting lost). The other option works well because of the dark overlay and white text. You could potentially do the same here. I love the textures coming through on this option.

easy see the informations

more unify style, elegant, writing are more clear and direct

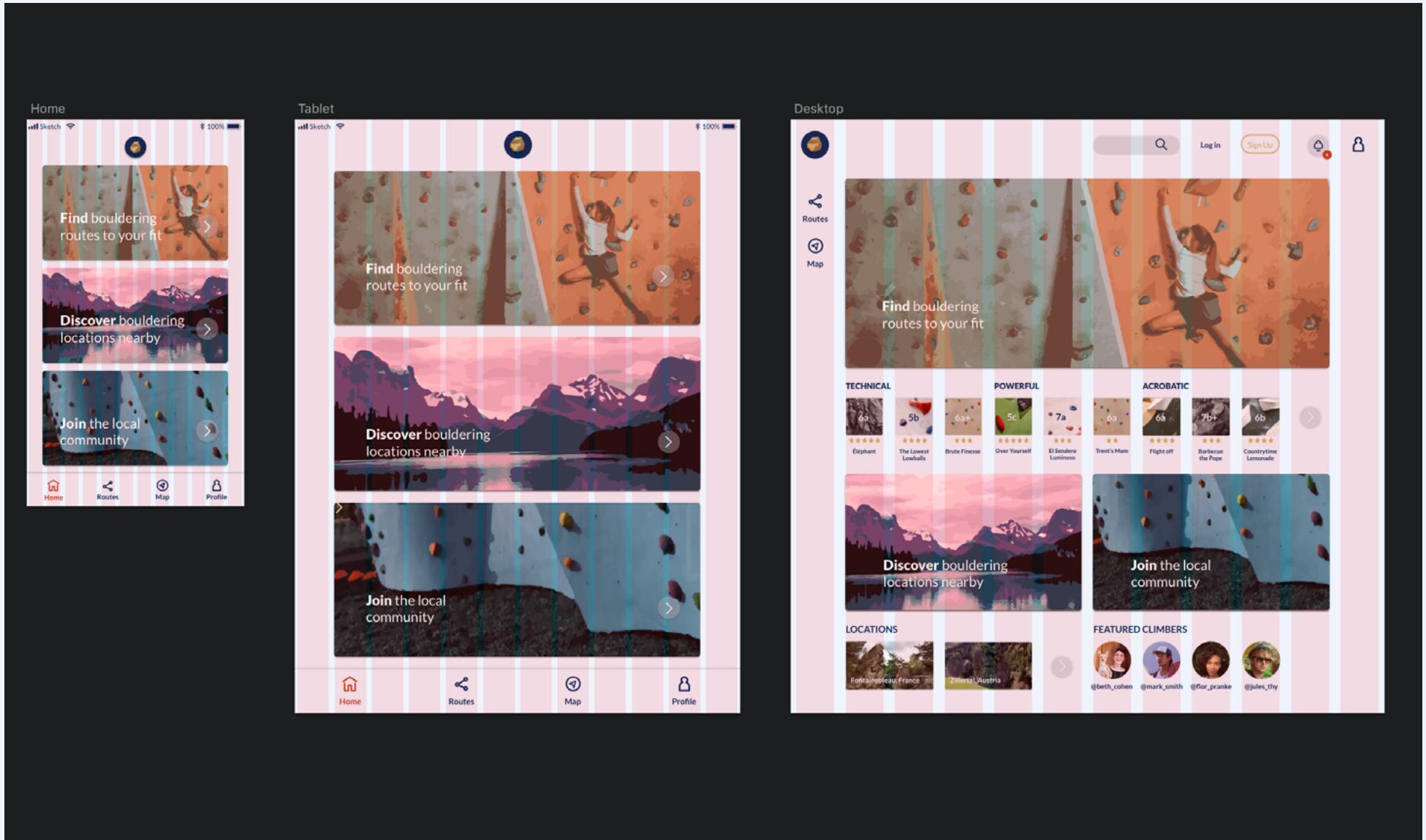
More related

fresh and different than overkill of using images. But the text has to pop out. The blue is not much contrasting since the images also has the same color.

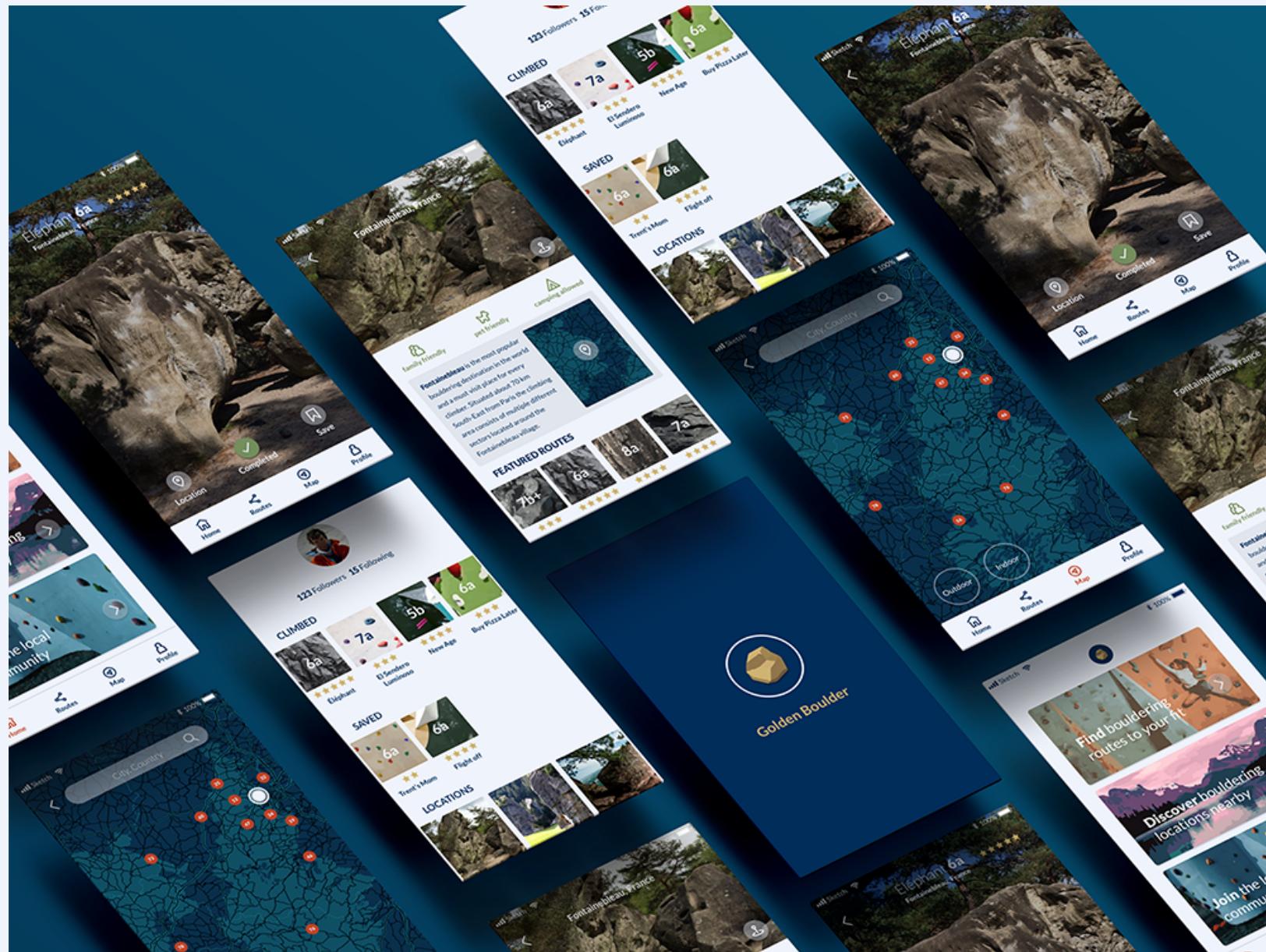
Less literal. To me, illustrations are better than photographs. Makes the app about climbing and not the people who climb.

I think it seems more fun. I think with so many options is better to go for something more 'abstract' rather

GOLDEN BOULDER, Responsive Design & Frameworks



GOLDEN BOULDER, First Mockups



GOLDEN BOULDER, Feedback

Positive Feedback

Maria Lazarte

It is clean, easy to understand and the flow is pretty seamless.

I like the color palette and the white background makes the app look clean even with all the colors from the walls and holds.

Overall the app looks great and I would definitely use it! Great job!

Megan Sauer

Great UI and use of icons.

I love that you put in the “woops” screen as its own page.

The mockups with the simple background with the shadow are nice. They're simple and highlight them well.

Over all, very detail oriented and great layout.

Constructive Feedback

I think the logo can look more like a gold nugget than a boulder, I also think you might find issues when you resize it to small proportions.

For the map even though it looks super cool like that, I think it might be hard for user to find read the maps and follow directions because of the dark colors and low contrast.

A small thing, what about a short description or just the screen title for those to help the reader understand what they are about.

What I wasn't sure of was the darkness of the pictures in a couple screens. I wasn't sure if they had a modal and were supposed to be dark or not. For example on the white page with the 4 screens. Maybe the pictures are just dark? For those same screens, I could see a shadow working on the forefront screens, just to give it a little more dimension. Not necessary though.

GOLDEN BOULDER, Feedback

Positive Feedback

Adrienne Sack

This looks like a fun app! It is colorful and engaging. My brother and his wife are very serious into bouldering and they take lots of bouldering vacations :) They would love this app!

I love the name and the logo is very clean.

Home page: Really great! I love the images! I think the text and the arrow icons could have a little more contrast to the background images. The bottom icons are really nice and clear.

I really love the green icons! Very clean and good hierarchy.

Tapping the pin points is a really fun feature.

Constructive Feedback

Splash page / log in page: ! You have so many nice photos in the app and these pages are a bit plain by comparison. It might be a good idea to try including a photo on these pages to more excite the user.

The login page could be a little bit more spread out between the password and the buttons because there is a lot of space higher up. Also, is there a reason that the top bar is light grey on the login page? I think it is usually just black or white.

Choose your fit: this page looks really good. Maybe more contrast at the top with a gradient. I almost didn't notice the stars at first.

New age 5b comments: the X looks really tiny and the user might scroll when they intend to close the comments. So I would recommend a bigger X with a little more space from the scroller.

Maps: looks nice but the numbers are a little too tiny and hard to read. "City, Country" looks maybe a little lower than centered in the search bar.

Boulderklub / Fountainbleau: A gradient or overlay at the top would make the text more legible.

User profile: The little red number top right could be clearer to read.

GOLDEN BOULDER, Feedback

Positive Feedback

Simon Algorta

I like que introductory screen. It is clean and the logo of a boulder really shows that the app is about climbing.

On a more positive note, I really like the different categories for routes, technical, strong and so on.

Then I see some points overlaying the picture of the route. I like it! I can literally 'Tap the pin points to discover hidden features'! And I guess there are as many pin points as holds in the route.

Then we go to a gym. The look of this page is pleasant to the eye.

I love the functionality of the comments per hold, I think that is where your design should focus more. Can I look for best comments overall? Can I see all comments for a route irrespective of the hold?

In summary, I like the look n feel of the interface. It is pleasant to the eye, it is clean and makes good use of the space.

Constructive Feedback

In the routes screen, I don't really know the location of the routes that are shown. Am I already seeing the routes inside a gym? Or are these all possible routes? If I came to this screen after choosing the find option, am I supposed to find routes by scrolling over all possible routes? In summary, **I think the relation between gyms and routes should be made more clear in the design.**

The next screen shows a picture of the route 'New Age' and basic information about it. **The fact that it is an acrobatic route disappeared, which I find a pity. I see the name of the routesetter, but this is showcased in a weird format, like some sort of email with an @ sign between routesetter and the alias of the routesetter.** I am not sure whether the QR code is a button to read the route, maybe it is, but why would I want to read the route if I already selected it? Would I not want to visualize the comments and get all the nice tips that I came for already? I like the visuals, they are sleek. But I am not sure about what I can do with the application yet.

So now I should read the New Age route to access all the tips. Why do I need a QR if I already found the route? I guess I don't care who the routesetter is at this point, this information is superfluous.

I tapped one pint point and got the comments there are on a hold. Are these organized by how many hearts they got?

Can I write a comment myself here? Can I report a nasty comment?

Now we go to the discover screen on the bottom left. It is a map, a good looking but somehow unrealistic map. There are two circles with the words Outdoor and Indoor, are these buttons? Perhaps filters?

GOLDEN BOULDER, Feedback

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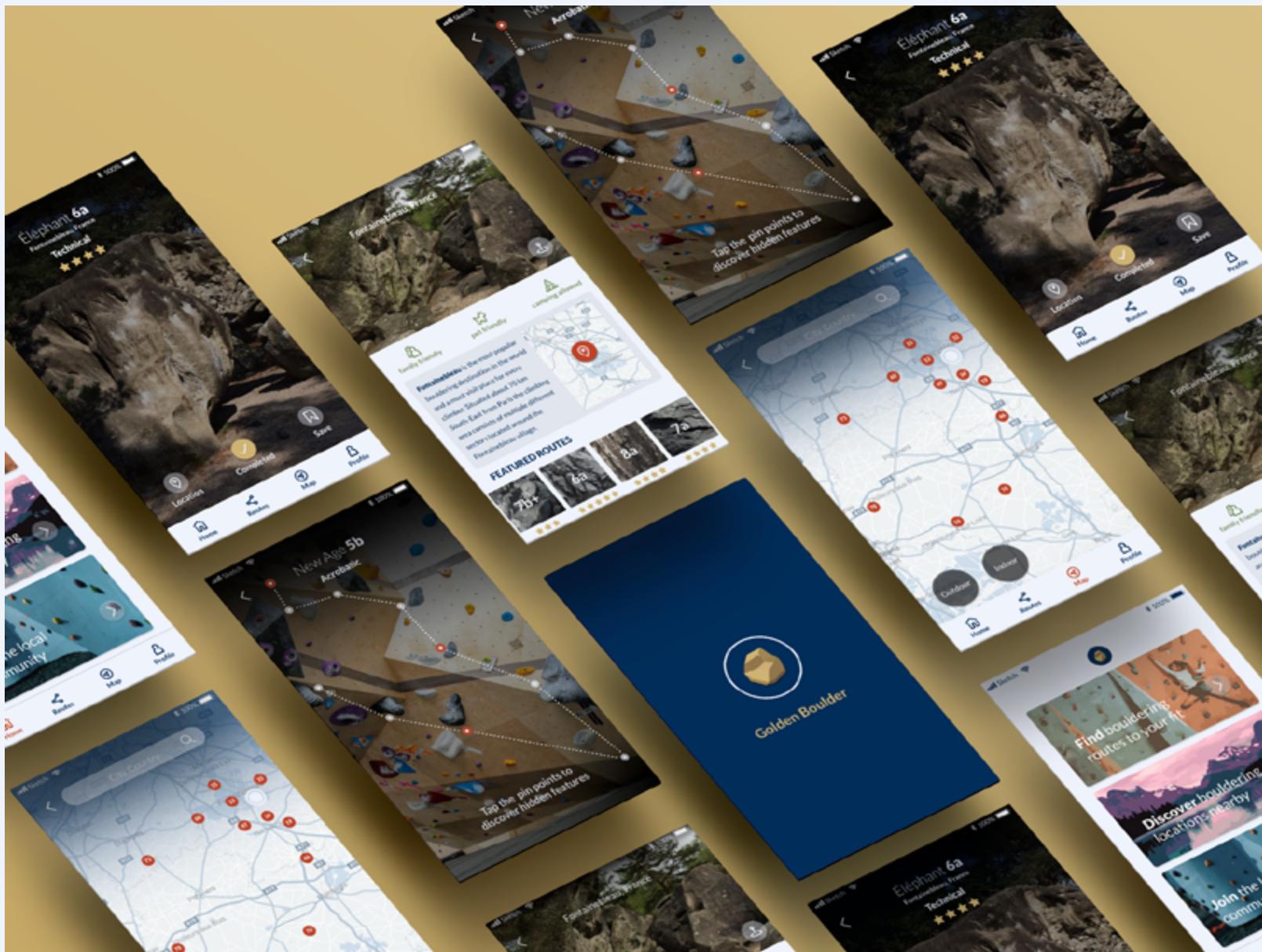
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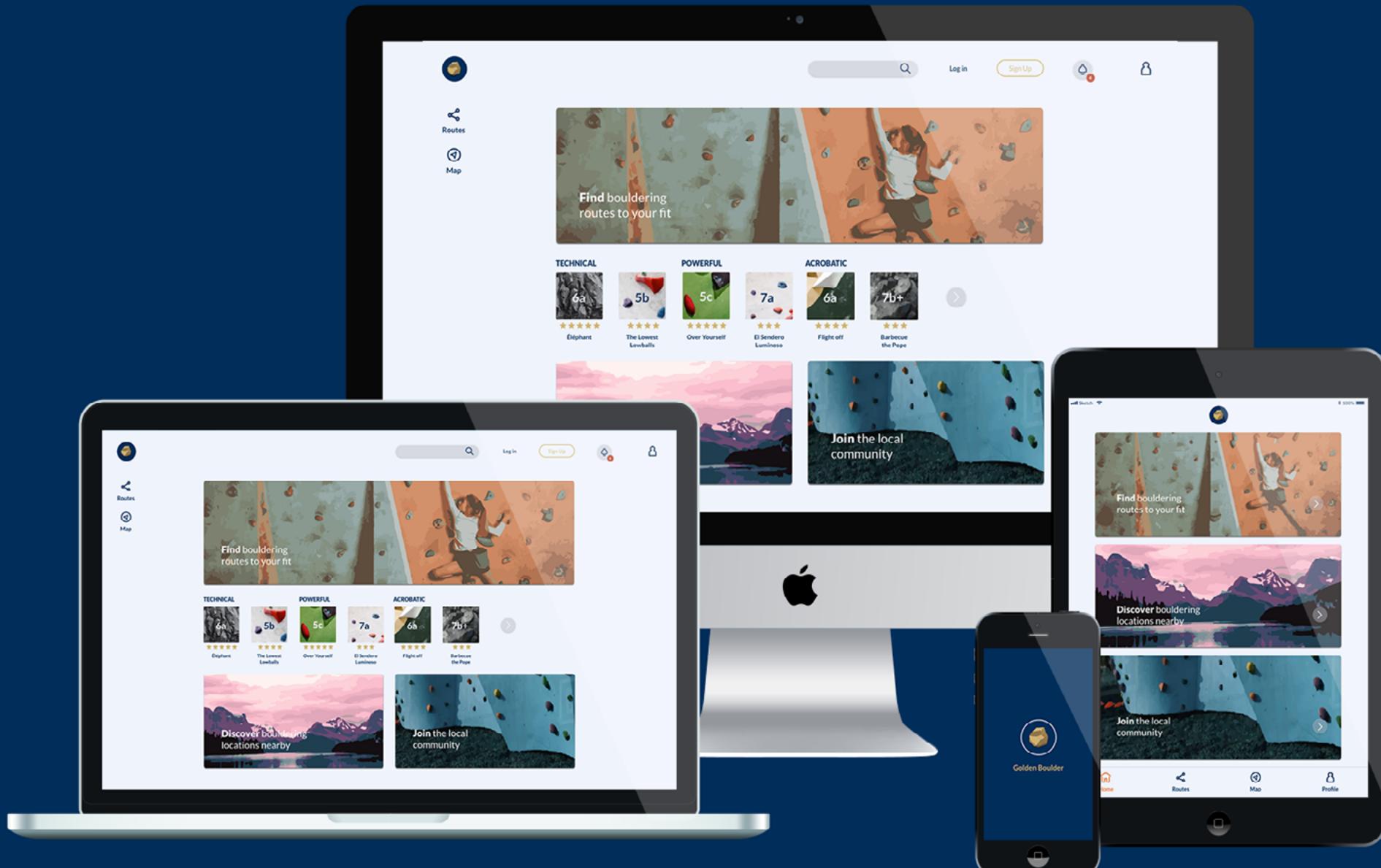
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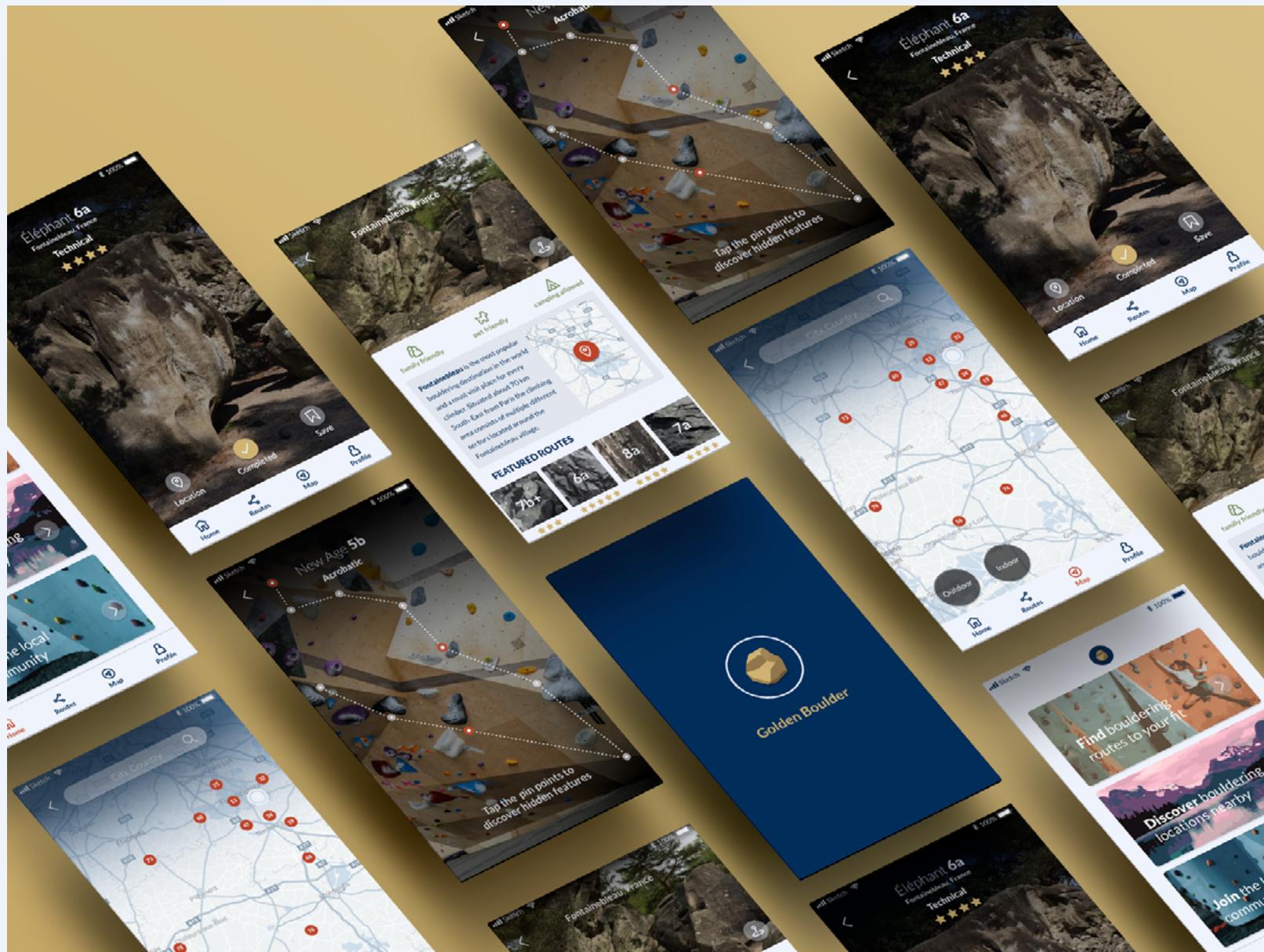
GOLDEN BOULDER, Second Mockups



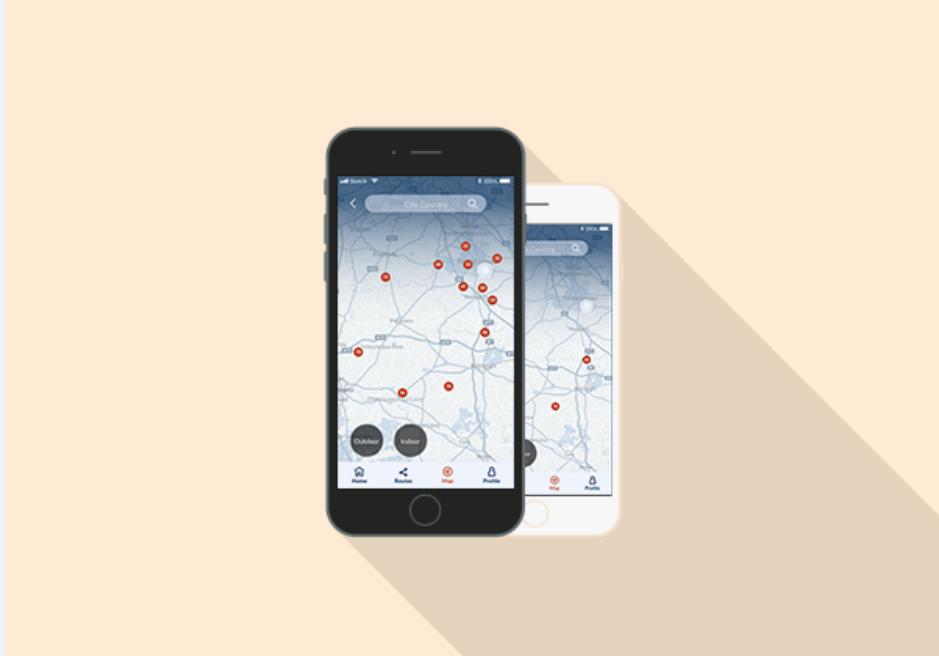
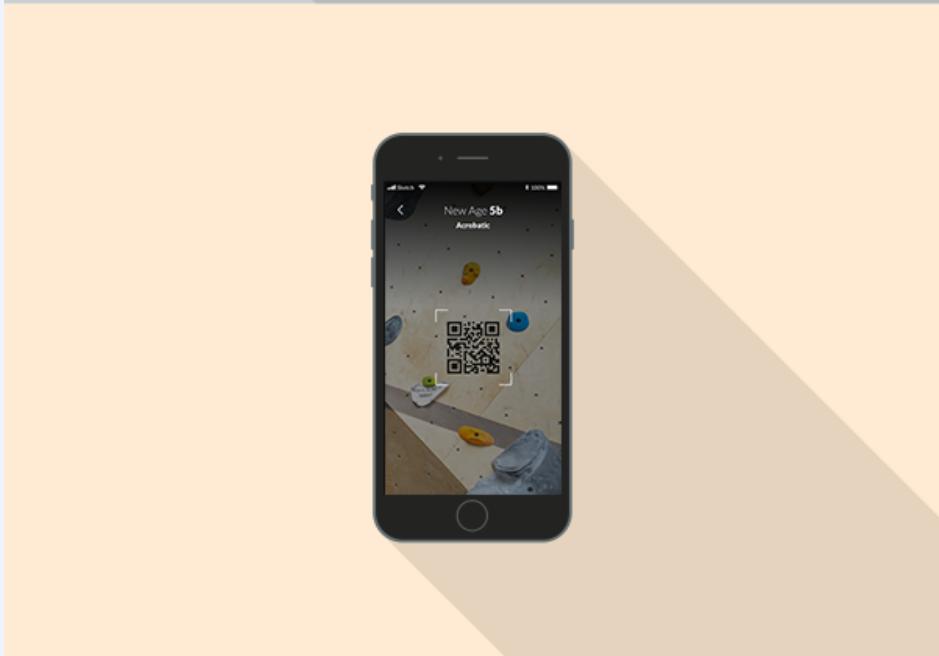
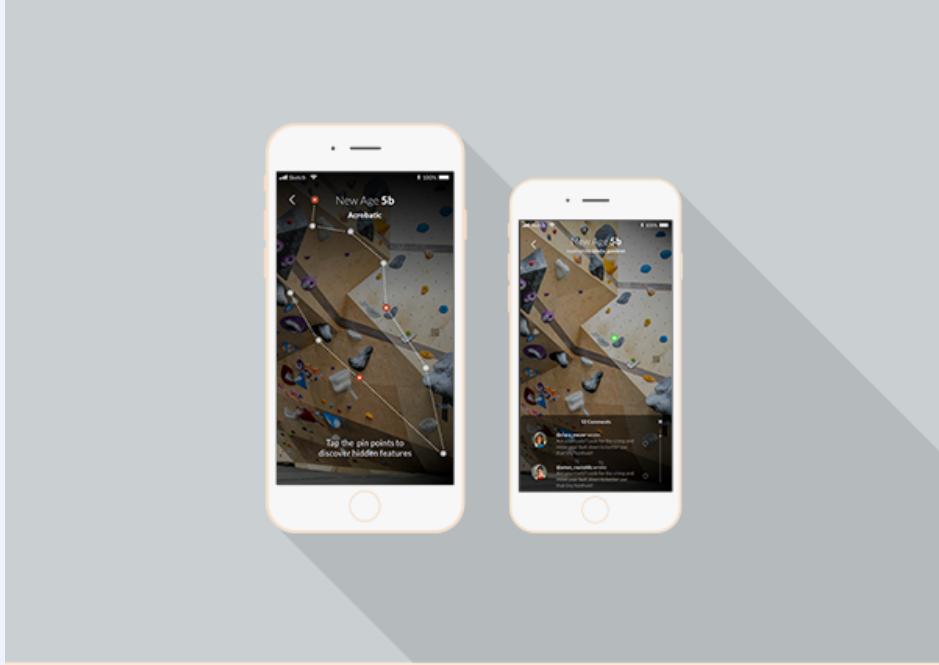
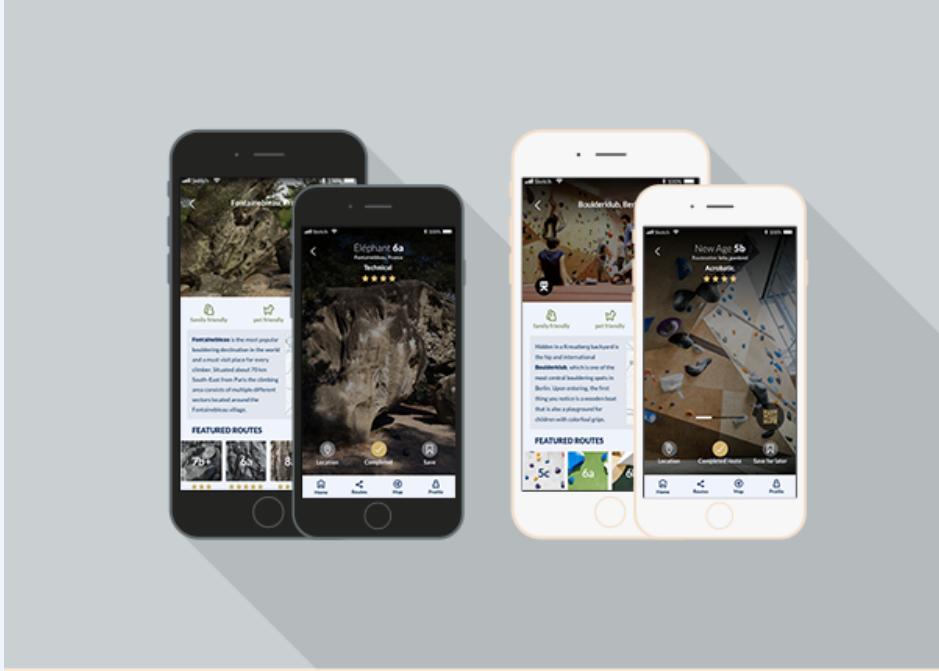
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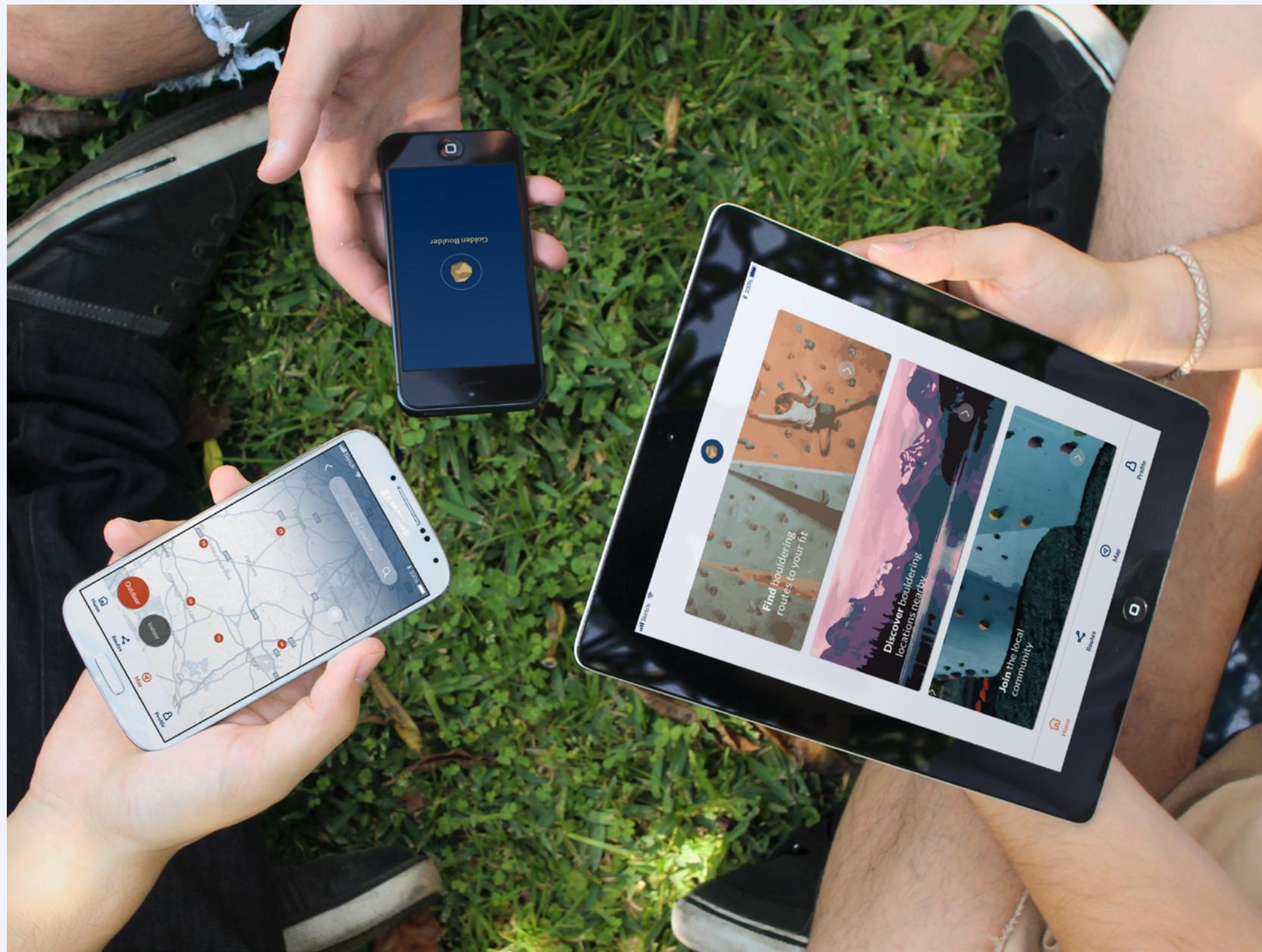
GOLDEN BOULDER, Second Mockups



GOLDEN BOULDER, Second Mockups



GOLDEN BOULDER, Second Mockups





Golden Boulder

Thank you!